

PERCUMA /  
FREE DISTRIBUTION

# HUMANOTORIAL

ISSN (2600-7533)

ISSUE 3  
APRIL 2018

## HIGHLIGHTS

Dare to **Change**: The  
**True Compassionate** Leader

The needs of **Non-verbal**  
**Communication** among  
**Security Officer**

Human **Needs** and  
**Sustainable** Development

Behavior **Analysis**  
and Alteration

Special interview with  
Dato' CM Vignaesvaran  
Chief Executive  
Pembangunan Sumber Manusia  
Berhad (PSMB)





**NEWS / BERITA**

**03** Happenings

**GALLERY / GALERI**

**18** Photo about other activities at Humanology

**FEATURES / RENCANA**

**04** Dare to Change: The True Compassionate Leader

**12** Human Needs and Sustainable Development

**10** The needs of Non-verbal Communication among Security Officer

**16** Behavior Analysis and Alteration

**EDITORIAL TEAM / SIDANG PENGARANG**

**Editorial Advisors**

Prof. Tan Sri (Dr.) Ambrin Buang  
Dato' Dr. Zahari Husin  
Datuk Mohd Nizom Sairi

**Editors**

Prof. Datuk. Dr Leow Chee Seng  
Dr. Vincent Leong

**Assistant Editor**

Leow Yook Mee

**Photographer**

Wong Sit Wan

**Cover**

Wong Sit Wan

**Contributors**

Dato' CM Vignaesvaran  
Prof. Datuk Dr. Leow Chee Seng  
Humanology Editorial Board  
Sachchidanand Swami

Published quarterly by

**HUMANOLOGY SDN BHD**

73-3 Amber Business Plaza, Jalan Jelawat 1, 56000 Kuala Lumpur.

Tel: +603 - 9174 6755 Mobile: +6018-213 6755 Email: info@hba.com.my Website: www.hba.com.my Facebook: www.fb.com/HumanologySB/



# HAPPENINGS

## January

In the month of January, we have conducted courtesy visit to the Royal Malaysia Police Department to discuss on the perceptions of the citizens towards the Malaysian police. In addition, we also conducted courtesy visit to the Jabatan Laut Malaysia.

## February

It's the month of the Chinese New Year celebration. The Humanology team went to a temple for the Chinese gathering. In addition, we have also conducted a courtesy visit to Malaysia Productivity Corporation (MPC). We also had our 1st potluck learning of the year. In addition, we are very honoured to be invited to the MACC-SPRM Program Bersama Komuniti Cina Sambutan Tahun Baru Cina 2018.



## March

This month, we conducted a coaching and mentoring session for Apple Physiotherapy Centre. Besides that, we visit MPC again to further on how we could collaborate further and discussion on regulatory review and performance audit as well as the business excellence model. We also conducted a courtesy visit to the Halal Industry Development Corporation (HDC). We are also very honoured to attend the Asia Human Capital Development Conference 2018 where one of our consultant, Dr. Mageswari was invited to give her thoughts on Learning and Development. Our Chief Consultant, Prof. Datuk Dr. Leow was invited to give a motivational talk during the Majlis Penyampaian anugerah cemerlang peperiksaan STPM dan SPM 2017 in Kelantan. To end the month of March, we held our Book Launch event on the latest book of Humanology, "The Flintstones Management" in conjunction with Prof. Tan Sri (Dr.) Ambrin's birthday at The Everly Putrajaya. The event turn out to be a success and was attended by more than 100 delegates, partners, friends and family of Humanology.

# Dare to Change: The True Compassionate Leader

By Dato' CM Vignaesvaran

**D**ato' CM Vignaesvaran was born in Kuala Lumpur. He earned his first degree in business with a specialisation in marketing from the National University of Malaysia. He has vast experience and exposure in various industries including the construction, manufacture and merchandise. All these experience equipped him with the sufficient strengths and skills in leading and heading the Human Resources Development Fund (HRDF), Malaysia.

He started to appreciate the essence of business management in his first career when he worked for a construction company. The company is a multi-million revenue company that is involved in building the Kuala Lumpur Convention Centre (KLCC) and the Kuala Lumpur International Airport (KLIA) which suffered loss overnight and closed down finally. He witnessed, and experienced and learned a lot through the process from the construction business. During that period, he learned the most valuable lesson – how a business should not be run.

“A person who does not know how to control expenditure and planning would lead to organisational failure,” said Vignaesvaran.

Then, Vignaesvaran continued to work in Inchcape Marketing, Ricoh, Shape, Sapura Holdings and JobStreet. His experience is impressive and his exposure enables him to be tough and strong in both emotionally and mentally to manage the organisation – the Human Resources Development Fund (HRDF). Up to now, he has been working in the organisation for 7 years.

## It is about the Heart: Face the Challenge, Face the Reality

Before joining HRDF, Dato' Vignaesvaran has the perception that it was a typical government

agency where employees go to work in the morning and go back in the evening. The work environment is relaxed and not stressful at all. However, when he started to work at HRDF, he could feel the difference – the strict work culture. The job at HRDF is demanding. He started to learn how the government policy works and how detailed work is needed to come out with a government policy.

“Policy is not plucked from the air. It is based on some justification and details. In addition, before a policy is done, a comprehensive study is done to find out the effective outcomes of the policy.”

Working in a private company and working with a governmental based company has great huge differences. When working with SHELL, the decision made would only affect an organisation. They need to convince the management before making a decision. However, in HRDF, the decision made would affect the industry and the whole nation. The decision-making process needs to be in multiple convincing levels. For instance, he needs to convince the stakeholders, the board members, and the minister that the policy changes would benefit the nation.

Vignaesvaran made a few major policy changes after joining as the CEO of HRDF. Before he became CEO of HRDF, the levy paid by the HRDF subscribers uses 100% of their own training. As a leader, he made a major change of policy that 70% remains to be claimed and used as training grant for an individual company. However, 30% of the training grant was put in the national training agenda fund for the levy all companies have paid. Everything did not come easy. In the initial stage, he has undergone challenges through different sources. It is a normal shift of doing business. People started to reject because of the resistance to change. However, Vignaesvaran has a clear and sincere



principle because he knew that the new policy is with the objective to bring benefit to the people. Now, the stakeholders accept and understand the changes. He shared,

“If we do it in a full manner that we are sincere, we know the policy would bring goodness for the people at large, we will take the full responsibility”.

Dato' Vignaesvaran is extremely compassionate towards his work. When he started as a CEO of HRDF, two main principles guided his behaviour. First, he looked into introspective. He believed that before pointing fingers to others, you are pointing the fingers to yourselves first. By self-evaluation, we would be able to understand that what we need to do in the future is in order to improve ourselves. As a start, HRDF was taken consideration as a full entity. Then, dissection is done at the organisation level to identify the issues that they encountered and the right methodology to improve the organisation.

During the initial stage, a lot of soul-searching within the organisation has been done before venturing into the industry. During this stage, Vignaesvaran found that many gaps for improvement within the organisation. For example, HRDF found out that 99% of the programs were conducted by non certified trainers. As a result, the participants would only get a certificate of attendance.

When an employee attends training, the

productivity goes up. Unfortunately, the employee salary does not go up according to the increase of productivity. HRDF took the initiative to study factors that lead to the scenario. They found out that the industry mentioned the training their employees get is a certificate of attendance and it is not a certification. The industry at large demands a certification in order to increase an employee's salary.

HRDF is a coordinator of the fund. They do not interfere with the types of training program the company chooses or the trainers that they are engaged with. However, during the analysis of fund allocation and distribution, HRDF found out that 30% of the total fund was spent on team building. Dato' Vignaesvaran agreed that team building is important to increase the motivation of the employees. However, it is more important to upgrade the skills and knowledge of the employees.

HRDF is not only sensitive towards the demand of the industry, but they are compassionate to help the growth of the industry. HRDF continuously communicate and engage with the stakeholders to have continuous improvement. They found out that the SMEs have concerns that the employees would leave the organisation after they were trained. As a result, HRDF played a role to provide the right mindset to the employers. They justify that if the staffs were not trained, they would have unskilled workers in the workplace and there is no improvement in the company productivity. Logically, when SMEs trained their employees and the productivity goes up, eventually they need to increase the employee's remuneration. HRDF continued to educate the human resource professionals and employers. In short, HRDF tried to promote a healthy and responsible employers and employee relationship.

Vignaesvaran cares for his employees. When he first became the CEO of HRDF, he conducted a survey among the employees to understand their needs. Then, they tabulate the data and he tried to fulfil the top three demands of the employees. Surprisingly, the employees didn't ask for more pay. First, they wish to dress down on Friday so that they can wear anything they would like to wear to go to



work unless if they need to attend some formal event or meeting then they need to wear the suitable dress code. In fact, the dressing is fundamental to give the mood and ambience to work in the organisation. He continued to share that when he worked in Jobstreet. The information technology (IT) department does not need to dress formally to work. This department required creativity and innovation to work.



However, the CEO rejected the second demand by the employees – the free Wi-Fi. HRDF trained one million employees each year. All these transactions are conducted through online. For example, approval of training is given within 48 hours. When a vendor submits a claim, they would be paid within 8 working days. Since all transactions are done online, hence HRDF cannot afford to have free Wi-Fi.

The third request of the employees is on a healthy lifestyle. Now, every Monday, the department provides free fruits to the employees. In fact, the CEO would like to provide a variety of fruits and healthy snacks. The campaign was started once a week and now Dato' Vignaesvaran would like to make it twice a week. The organisation would like

to create the culture that when the employees want to maintain a healthy lifestyle, they could get the healthy food for free. In addition, HRDF gives free membership to the employees. A total of RM100 is allocated for the employees to claim for their gymnasium membership. In addition, HRDF also promotes a healthy lifestyle by helping employees to calculate the number of steps each day. By maintaining a healthy lifestyle of the employees in the organisation, the productivity could be increased. In addition, the department started a recreational group. Currently, they have darts, karaoke, PS3 and other recreational activities in the company. The employees can access to all the recreation facilities anytime as long as their work have been completed.

It is all about the heart. Dato' Vignaesvaran shared his care of the posture and position to sit of the employees. In general practice, the position in the organisation determined the size and quality of the office chair. The higher the position, the better office chair they are given. Vignaesvaran challenged the Human Resource Manager.

“Logically, the clerk would sit in the chair longer than a manager because a manager might leave the office for a meeting during his or her working hours. So, why would a manager deserve a better office chair?”

Vignaesvaran would like the human resource manager to change the mindset by spending more money to get better office chairs for all the employees. These are some of the examples how HRDF working environment changed not only in term of monetary perspectives. The concept is simple, the CEO wants his employees to have a healthy and longer lifespan at the workplace and this could increase the productivity in a holistic manner.

To promote a healthy lifestyle, HRDF organised the “Healthy Day”. It is mandatory for all employees go down to the main assembly place to do exercise each month. They tried to implement exercise within office hours. It is added in the HRDF policy

that each two hours of work, the employees must take a break and walk. The head of the department needed to inform their staffs not to be seated too long because a lot of the chronic disease derived from the long sitting hours. Similar to Mercedes Benz, the organisation does not have a specific hour for any break. The supervisor needs to assess the work morale of the worker. If their work morale reduces, they would be required to stop all the working activities to recharge themselves.

Nothing comes easy. In the initial stage, he received a lot of comments and disagreement among the senior officers. “There were senior officers who confronted me that it was not right for the employees to wear informal attire to work. They should not wear jeans to work. Well, let’s be open about it and have a debate. We have a town hall. I arranged both parties to discuss the issues. After listening to both explanations, I used my executive power and I said that you all can wear whatever you want”.

In HRDF, they have a culture to encourage everyone to speak up. Everyone is given an opportunity to say and express their ideas and opinion. During the meeting, Vignaesvaran wanted the executives and officers to sit in front and the bosses to sit behind. He created a culture that the executives and officers are required to ask questions. He understood the concept of nurturing the future leaders.

To promote a creative and innovative culture at the workplace, the CEO spent one day a month to listen to the ideas presented by the employees. The employees can propose any ideas they want. HRDF has a policy that “no idea is a stupid idea”. The employees need to come forward and present their ideas and the management would listen to the ideas presented. If the management agreed with the ideas, they would sponsor the implementation of the idea. This is the culture HRDF wants to encourage at the workplace.

Dato’ Vignaesvaran is someone who is down to earth. He understands the dynamics of a working environment. The employees become more and more stressful not only at the workplace, but also experience stress from different sources. In HRDF, there is an officer who works as a problem solver. His role is to listen to problems from the employees and try to help the employees solve their issues. Currently, people are staying in a micro family and live in the technological world. People are communicating less through face to face communication. Sometimes, when an employee faced some issues, they do not know who to talk to and they do not know where they should head to. Hence, in HRDF, they started a program with a Chief Wellness Officer (CWO). Now, HRDF wants each company to have a Chief Wellness Officer and HRDF would pay for the training to equip the employees with the right skills and knowledge to help other employees. The Chief Wellness Officer needs to take care of both physical and mental wellness of the employees.

### **Integrity: The Soul of HRDF**

The first thing Dato’ Vignaesvaran did as the CEO is to review the salary scheme of the employees. He appreciates the Maslow Hierarchy of needs that people need to satisfy their physiological needs as a basic need for them to perform. When the employees are satisfied towards their salary, they are not easily induced with other sources of money.

When the employees are well paid, the employees would be motivated to work. They would automatically be proactive towards work. They would seldom be late to work and they are motivated to complete their tasks. Dato’ Vignaesvaran shared that regardless of how well your policy and procedure to monitor the employees’ behaviour, if the employees do not feel happy, they would find ways to break the rules. The employees should feel the pride of working in an organisation. They must feel pride towards their jobs and their responsibilities. The feelings are actually much more important than to

set a regulation to control their behaviour.

A lot of campaigns were initiated within HRDF to promote the culture of feeling pride towards their jobs and responsibilities. At the same time, the CEO has always conducted heart to heart talk with the employees. He would call all the employees from departments to departments to have a closer talk with him to understand their challenges at the workplace.

In addition, HRDF initiated the corporate integrity pledge. HRDF even called The Malaysian Anti-Corruption Commission (MACC) to brief the employees and make sure all the employees understand the meaning of the pledge. They started with a small campaign to remind all employees what are the right and wrong actions within the organisation.

In the second stage, HRDF started the campaign to sign the integrity pledge with all the training providers. If the training providers would like to work with HRDF, they must sign the integrity pledge with HRDF. In the third stage, HRDF starts to get the HRDF subscribers to sign the corporate integrity pledge. Unfortunately, not many corporate companies are willing to sign the integrity pledge. For instance, when HRDF required training provider to sign the integrity pledge, there was one training provider that wrote a complaint to blame HRDF for being a bully. In reality, if a person has no intention to perform the wrong action, what is the issue of signing the integrity pledge? So, the potential defaulters would purposely find reasons to cover their “real” intention.

“I am the type people that when I do not like others to do the same thing to me, I would not do the same action to the others.”

The corporate integrity pledge was implemented in October 2016. However, until June 2017 less than 20 companies signed the corporate integrity pledge from a total of 18 thousand companies. Dato’

Vignaesvaran showed his concern that everyone is talking about integrity and but how many of them really walk the talk. The funny question derived, “Why are people afraid of signing the corporate integrity pledge?”

The whole employees of HRDF signed the integrity pledge without any questions and the CEO trust that the employees would work with full of integrity. Now, the employees are becoming more proactive. In fact, the CEO found that the employees tried their very best to negotiate with some vendors to reduce their prices for the benefit of the organisation. It is a good sign for HRDF because the employees start to feel the value and the sense of belonging to the organisation.

“Integrity does not mean only taking money, working full heartedly during your working hours is also considered as integrity”.

HRDF promotes transparency culture in the workplace. There is no hidden agenda in the department. Everyone in the organisation knows the update and development of the organisation. Everyone is given a fair chance in all the tender process and they can launch any concerns before the announcement of tender results.

### Leadership and Compassion

Different leaders would have different leadership styles. However, Vignaesvaran stressed that all leaders must have compassion.

“Compassion is not a sign of weakness. Compassion is a sign of understanding people.”

As a leader, he or she must be able to do a comprehensive analysis before making the decision. Leaders must be able to look at the holistic approach of a human being by understanding others. Vignaesvaran promotes the importance of compassion to everyone. To illustrate further, he shared his experience in HRDF.

HRDF had a program for the disabled people.



Initially, the public does not want to apply for this program. As the CEO, he reviewed and tried to find out the reasons why this program was not able to attract the public. During the analysis, he found that to apply for this program, there are a lot of rules that needed to comply. He shared with his colleague that the objective of this program is to help people; it is not productive if there are too many rules restricting them to apply for the program. As a result, the department finds a balance between abuse of the grant and also the feasibility to apply for the grant. Hence, PSMB reduces the requirements for the grant application, but increases the follow-up procedure after disbursement of the grant.

In addition to the train and place program, Vignaesvaran applied creativity and innovation to change the strategy to help the public. Initially, training providers can claim 90% the grant after the completion of the program. Now, training providers can claim 30% of the grant after the training completed and 70% only after the placement of participants were successful. He is very clear towards the objectives and the output of the program – to place and upgrade the participants.

Leaders must be daring enough to change the rules for the benefit of the organisation. He shared his philosophy that he learned from his late mother, “We only live once. We cannot perform any work in fear. We must do our job properly.” As a result, it is essential for him to do whatever tasks that are given to him with heart and soul.



We must think in a comprehensive approach. For example, if we give special priority to a certain

party, we must always think, there is another party that would face a certain loss. To work together with HRDF, the providers must prove that they have the ability to perform. Vignaesvaran shared even some training providers came to seek his help in getting the training grant; he remained with his principle of fairness to others. He understood that if he gave priority to one training provider and if the training provider cannot perform, it would impact the nation at large. The principle is simple, what goes around comes around.

Leaders must get ready for any challenges. For example, during the first year when Vignaesvaran became the CEO of HRDF, he initiated many changes. He received criticism from the public because the public did not understand the benefits of the changes. He did a lot of engagement with the public to share and educate the public on the needs of the change. His perseverance and sticking to his vision helped him with his organisation. Engagement with the public is an essential stage to ensure the success of a program. When people do not understand the change, they would start to create their own perceptions. The perception might create obstacles for any programs to be implemented.

Leaders must be ready to communicate with others. They must apply active listening to understand how others feel and perceive. Continuous engagement with stakeholders promotes the understanding of the change of policy and rule. The most important principle that leaders must know - if the change is for the benefit of the public, the leaders must have their stand regardless of the challenges and criticism received from the public.

### Conclusion

Leaders must always clear towards their directions. Use your heart to feel what people around you need. Take your time to understand their emotions. Continuous support and constant communication definitely are the key successes in any strategy implementation. Set a clear direction and goal. Remember, nothing comes easy. As the saying goes, “never say die, get up and try again!”

# The needs of Non-verbal Communication among Security Officer

By Prof. Datuk Dr. Leow Chee Seng

The old saying goes “Action speaks louder than words” holds true. In a given situation, even if you do not communicate verbally, your body talks by revealing your thoughts. Body language is an essential part of human interaction which is a form of mental and physical ability of human non-verbal communication. It is crucial for every serving police or security officer to have a substantial knowledge of body language in order to analyze and interact with public, fellow officers, suspects, criminals, victims and peers.

A research carried out from University of Pennsylvania found that

- 55 percent of the impression people form of you is based on your postures , body movements and gestures
- 38 percent was based on the tone of your voice (tempo and frequency).
- Only 7 percent was based on what you say

The understanding of body language can be gathered from the way a person stands, sits, walks, the type of eyes contact and the body posture. Pistol is an important armor to officer but using body language during day-to-day encounter is sometimes the best piece of armor in defense. The body language is like a pistol – capable, ready, and powerful if necessary and applied accordingly.

So, when an officer confront a suspect, it is more important to observe, analyze and let his body do the talks before starting a conversation. A trained officer will able to understand the body language of suspect which tell them whether the suspect is innocent, lying, getting ready to run or setting up to attack the officer. Officer that understands and recognizes these body language clues not only helps them to fight crimes but also ensure their own safety.

## Body Position & Physical Appearance

It is crucial for an officer to project confidence, competence, authority and power through their body language as their safety is dependent on their ability to nonverbally establish authority and dominance when working with the public. For example, walk with lengthy, purposeful stride and moderate pace able to project the officer is calm and in control.

Besides, officers always want their back against a wall and never want to be surrounded in order to show authority and to ensure their safety. And when they stand, they are standing head high, chest out, back straight and wide feet which able to project them to be confidence and professional.

On the other hand, police officer project authority by the uniform they wear and the appearance they keep, this applies similar to security officer whereby authority and dominance can be established. When an officer keeps their uniform clean, polished and tidy is possible to communicate nonverbally to others that they are in a position of power. Also keeping physically fit contributes to an image that is authoritative and dominant. The ability to establish dominance and induce compliance in others through physical appearance contributes to officer safety.





### Eye Contact

A word is a word, but a word expressed upon the sincerity of the eyes will allow the words spoken to reach the minds of those they are spoken to.

One of the many ways where an officer can establish their authority when working with the public and especially during a stop is through direct eye contact with the individual. High eye contact is able to convey dominance and greater amounts of control which both are the important essence in order to project high amount of authority by an officer. The less dominant a police officer presents themselves the less authority they are seen as having which can effect whether or not someone thinks they can take down the officer. The individual may think they have a chance at either harming the officer or fleeing the scene if the officer does not use high amounts of eye contact and close physical proximity.

### The Voice

Another way in which a police officer can establish dominance and authority is through their tone and the way their voice sounds. The pitch of voice is closely associated with how dominant or submissive someone is

viewed. A low pitch represents dominance and a higher pitch is considered submissive and feminine. Officers who use a low pitch or have naturally lower pitched voices, regardless if there are male or female, will better be able to establish their dominance when they having a conversation. Besides, volume of voice or amplitude is also found to be positively associated with projecting dominance. High levels of amplitude or loudness show more energy in the voice which lets the individual who has the authority. On the other hand, pace of speed is also important. A moderate pace of speech represent calm and steady while a faster pace of speech contributed to not only having authority but also as competent.

Officer's safety is dependent on their ability to nonverbally establish authority and dominance when working with the public through their body language. Ways an officer can insure their safety is through direct eye contact, voice control, and a maintained physical appearance. Without training on these body language skills, an officer could compromise their life when dealing with the public.





# Human Needs and Sustainable Development

By Humanology Editorial Board

In psychology, we categorise human needs into six basic needs. The fundamental of human motivation is guided by the six basic human needs. These needs are always around us and closely influence our daily activities regardless what we do and where we go. Sometimes, we could control our needs but it would appear again as short as five minutes. Human needs shape our attitudes, behaviour and our decision daily. Seems scary? No, by understanding the six basic of human needs, you can satisfy our own needs with millions of ways for you to achieve ultimate authentic happiness.

## The First Human Need: Certainty/Comfort

Do you know that we always look for certainty that could make us feel comfortable? Human brain always wants to have pleasure and to avoid pain. For example, in a couple relationships, they would look for secure environment and consistency relationships. In addition, you can satisfy your needs through physical habits such as eating, drinking and even exercise. My friend, Tim would eat when he felt stress. However, sometimes you can fulfil your physical needs but HARM your health such as smoking, drinking or even drugs.



In addition, you could feed your needs with certainty and comfort as simple as beliefs. For example, you can have faith that your problems will be resolved. If you plan your schedule ahead, you could reduce the risk and

uncertainty. However, level of uncertainty is abstract and different according to their exposure, background, culture. For example, a person from Africa could feed the needs when the food at home is sufficient for a month. However, it would not satisfy another person who stays in the United Kingdom.

To sum up code words for certainty are comfort, security, safety, stability and predictability. According to Maslow Motivation theory, conform and certainty are located at the bottom line of the human's needs. However, when things get rough, what are some things that you do to feel certain?



## The Second Human Need: Uncertainty/Variety

Human needs uncertainty. Human life would be bored if we kept on repeating the same task. We need a variety and challenge that would stimulate and train our emotional and physical range. Our brain needs a certain range of uncertainty, exercise, suspense, variety and surprise to keep us active and healthy. I am very sure if you have fish and chip each day, you might like to enjoy a Japanese cuisine sometimes. Human is dynamic and our emotional and physical state will change each day. The acceptance degree of uncertainty is actually coloured our life and our life would become more challenging.

How do we fulfil the human needs on uncertainty?

It can be done as simple as watching a movie or some of them would choose to race cars or climb mountains. And don't forget a major source of variety for all of us: problems. When things don't go as you planned, when expectations are foiled and things go in a different direction, that's uncertainty/variety as well. What kind of variety/uncertainty do you experience on a regular basis?

To sum up, the code words for uncertainty are fear, instability, change, variety, chaos, refreshment, craving, release, suspense, exertion, surprise, problem and crisis. Are there ways in which the feeling of uncertainty actually serves to give you variety?

### The Third Human Need: Significance

Human tends to feel motivated when other fees you are important, needed and wanted. Even babies needed to feel that they were number one. Usually, if you are the only child, you will feel full of attention and love. If you had siblings, you competed with them for love and attention—you found your niche, whether as the smart one or the scrappy one or the loving one or the obedient one. Why human has such a feeling?

In fact, this need is still with us – the need to feel special and important in some way has helped shape who you are today. You can feel significant by building or achieving something, or you can feel significant by tearing something or somebody down. In psychology, the feeling of significance comes when you start to compare yourself with others - hierarchical pecking orders and superiority/inferiority. Some of us will take it positively that significance leads you to raise your standards. In contrast, if you are over focus on significance, you will have trouble feeling connected with people, because the comparison game marks out our differences rather than what we have in common significance in a self-deprecating way. This comparison creates low self-esteem among them. They would start to question themselves if they are good enough and up to the standard.

How do you get significance? The common concept for significance are pride, importance, standards, achievement, performance, perfection, evaluation, discipline, competition, plus any words connected with



being “rejected” or being “good enough.”

### The Fourth Human Need: Love/Connection

Love and connection are essential human needs. Human connections satisfy our needs. That is why we need friends and accompany. Some of us would join a club or an association to satisfy our needs in term of connection. Similarly, everyone strives for and hopes for love. If you are alive today, you were loved. You needed to feel loved and touched in order to survive, and that need is still at your core. In this sense, love is the ultimate survival instinct, and it comes before the baby can take care of its own basic bodily needs.

So love is a big part of who you already are, no matter who you are. The obstacles to love lie in your belief system about how to get the feeling of love, your rules about how to recognize and appreciate love, and your ability to learn to give love as well as receive it. Some people rarely experience love, but they have many ways of feeling connection with others—in the community or in the workplace.



Do you experience love in your life, or do you focus on connection with others, a less threatening form of love? When in your life have you felt really loved?

You are always encouraged to view youtube on “Harlow”s experiment” you will learn even a monkey would need love and security. To sum up, the love and connection can be described with the following terms, togetherness, unified, connected, passionate, “on the same page.”

These first four human needs are the needs of the personality and must be met at some level by everyone. The last two needs are the needs of the spirit, which are essential to human fulfillment. These are growth and contribution.

### The Fifth Human Need: Growth

Why growth is catagorised as human needs? We only stop to grow when we die. We are constantly developed emotionally, intellectually, and spiritually. There is a universal law about growth either we are going or dying. There is no category in the middle. Rome wasn’t built in a day. Anything that you want to remain in your life—your money, your body, your relationship, your happiness or love—must be cultivated, developed, expanded. Otherwise it will degenerate. What does this mean for us? There is no “retirement,” a terminal point where we simply get to keep and enjoy what we have. If your body, your finances, or your relationships are in a good state, be prepared to continue to care for and expand them. Keep growing to make yourself comfortable and shine in your life.



### The Sixth Human Need: Contribution

“It is better to give than to receive”. What does this idiom mean? Contribution to others is the last human needs. We could understand that, we could only contribute to other when we go beyond your own needs and give to others. Our brain would focus on other elements when we are trying to help people and forgo our own pain and sadness. Therefore, contribution is the human need that effectively regulates your other five needs. If you are focused on contribution, you have the certainty of being able to contribute (there is always a way); you have variety in the number of things that can go right and wrong (contribution is highly interactive); you have significance because the commitment to contribution is rare and is the sign of an extraordinary person; you have connection because there is a spiritual connection in helping others; and you have to experience growth because contribution requires you to go beyond your own needs. From this perspective, the purpose of human needs psychology is not only to take care of your own needs but to expand and serve others in an attitude of leadership and contribution. If you are focused on growth and contribution, it is difficult to get bored or depressed.

We live in a closed system according to system theory. Remember that what we are doing now might not be rewarded now but it could someday and somehow we could be rewarded. We call this system their “model of the world.” One person may give himself or herself the feeling of certainty by always controlling the environment, a second person may feel certain by not trusting anyone, and a third person may get the feeling of certainty by holding a spiritual belief. Everyone can meet their own needs in sustainable ways that serve



the greater good of themselves and others, or they can meet their own needs in ways that sooner or later harm themselves or others.

### Unmasking the Ugly Society

Human needs are not difficult to fulfil. However, we are living in a temporary and fragile society. A small changes in our life shaken our needs. For instance, when financial failure comes to a businessperson who gets the feeling of significance from being financially successful, he or she will experience a loss of significance. When someone who gets the feeling of importance from taking care of others suddenly becomes unable to help others, he or she will also experience a loss of significance.



When people lose their usual ability to meet their needs, they react by trying to find other ways of regaining their sense of significance, at least temporarily. Sometimes these temporary solutions lead to short-term solutions and other times they lead to harm.

Just ask yourself, if you are given another 24 hours to life by our “creator”, what would you do? Would you look for more money? Would you harm others to gain significance? Would you destroy other to satisfy your comfortable needs? Would you strike to get love and

connection? Would you struggle for another day for growth or would you try to increase your uncertainty and variety of life? I am sure you know the answer!



### Conclusion

The purpose of human needs psychology is to understand a person’s model of the world, to bring about a conscious understanding of personal choices, and to assist the person in finding new ways to meet personal needs in ways that will enhance personal sustainability.

Getting towards the goals in our life is essential but the process moving our goals play more significance role because what we are doing now would be accounted in our life. Path to authentic happiness starts from us. Let’s take a small step within ourselves; we could make the world a better place. You and I can do it!



# BEHAVIOR ANALYSIS AND ALTERATION

By Sachchidanand Swami



In today's expanding personal, social, and professional world that is full of challenges and opportunities equally; effective communication is very important to exchange facts, thoughts, and opinions among individuals whether it's verbal, written or nonverbal communication. But above the communication and its various channels lays individual's behavior that affects on seemingly every aspect of life. Many times, response or behavior towards others in a given situation can make true difference. You can't change direction of wind but you can adjust you sails.

One wins and other loses only because of behavioral difference between two individuals. Even for the person who losses in a given situation, it can be really learning and insightful deal to win in future. Your behavior is the aspect you can change for better life for sure. Many of us don't recognize the validity of a particular behavior or behavior patterns but consciously desire to modify it after knowing its side effects.

Many give up altering their behavior and stick

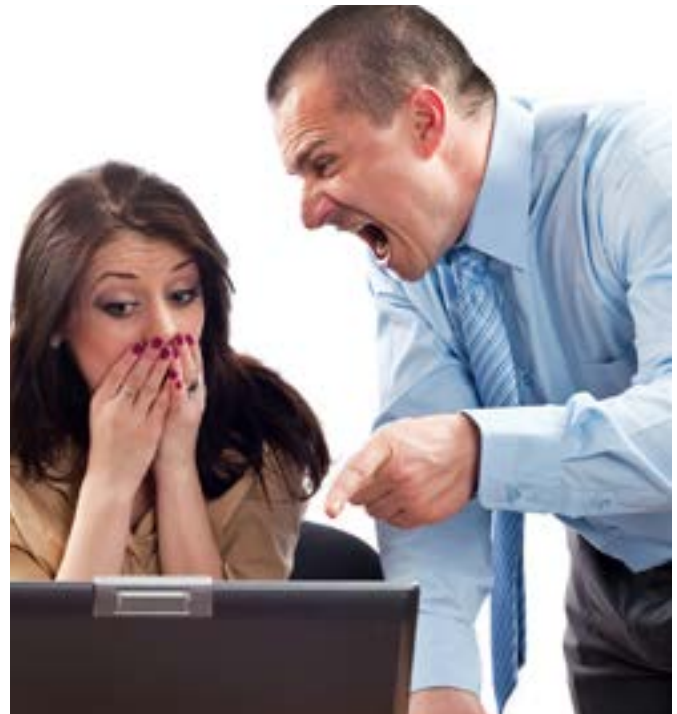
to innate practices in daily life because of lack of scientific knowledge and techniques. Human behavior is almost unconscious and deeply rooted into our biology, psychology, neurology, society, culture, genetic heritage, and most important - an upbringing. Until we don't know how all these factors shape our instincts, habits, mentality, and emotional character; we may not be able to alter our behavior in positive ways and without harming sense of integrity.

While altering behavior that an individual assume as adverse, it's more important to analyze it on practical basis. Your dream and desire to become kind of person you feel you should be, must be grounded in reality and unbiased approach to yourself and world around you. An individual may not able to justify behavior outcome because on its own but it's the outside world dose it most of time. Many people back fall of future predictions



but hardly obligate to alter their own behavior by which future can be changed. If you sow grain of wheat in ground, it's funny expecting it to be a plant bearing sweet apples.

Science of Behavior Analysis and Alteration is more advanced and accurate and it's continuously transforming with research conducted all across the globe by many psychologists, ethologists, biologists, sociologists, and neurologists. Many theories and models exist today to analyze and alter behavior. One can witness dramatic transformation in own personality and character through systematic education. Harmful behavior pattern can be replaced by useful and positive one after by counseling and consultation from expert professionals.

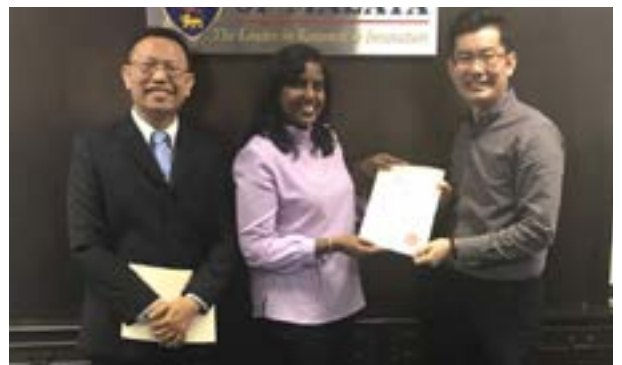


Human Behavior Academy (United Kingdom) is a group of such professionals belonging to diverse social, academic, and practical backgrounds from many countries. There are psychologists, sociologists, behavior modelers and analysts, and body language - emotion recognition experts. Because of such variety of expertise and skills, it's very promising for an individual or group to approach, seek, and benefit from different services, trainings, and publications made available by them.

Considering the shifting global scenario and challenges, it could be very wise decision to approach the dedicated experts and professionals and get assistance with open mind and on cooperative grounds. In future, many specialists of specific working conditions and demands would serve and keep expanding their work for people who desire to transform their live through holistic practices. Best wishes!



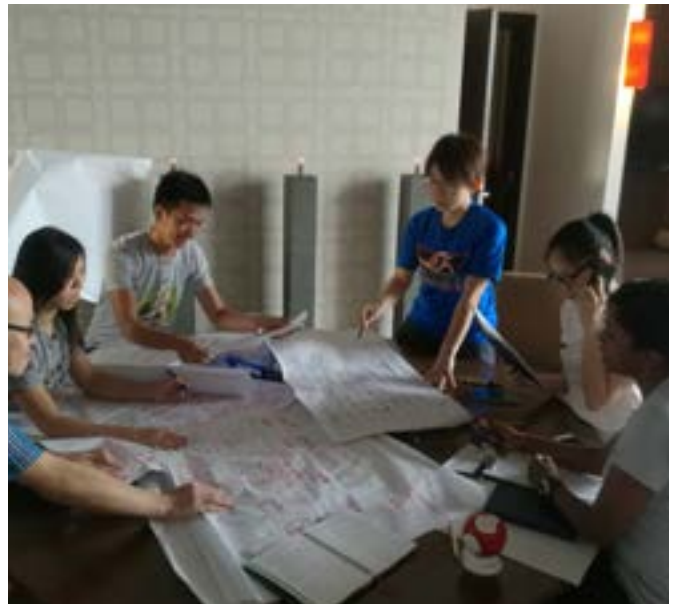
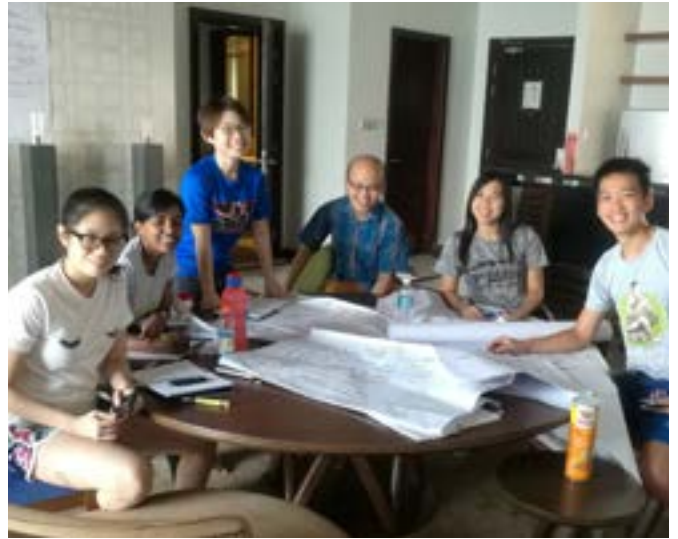
















# HUMANOLOGIST



**Standing (Left to Right)** : Mr. Fazlee Mansor, Dr. Vincent Leong, Datuk Mohd Nizom Sairi (Honorary), Mr. Suthesh Kumar, Mr. Rozaidd Razali, Datuk Juhari Haron, Prof. Datuk Dr. Leow Chee Seng.

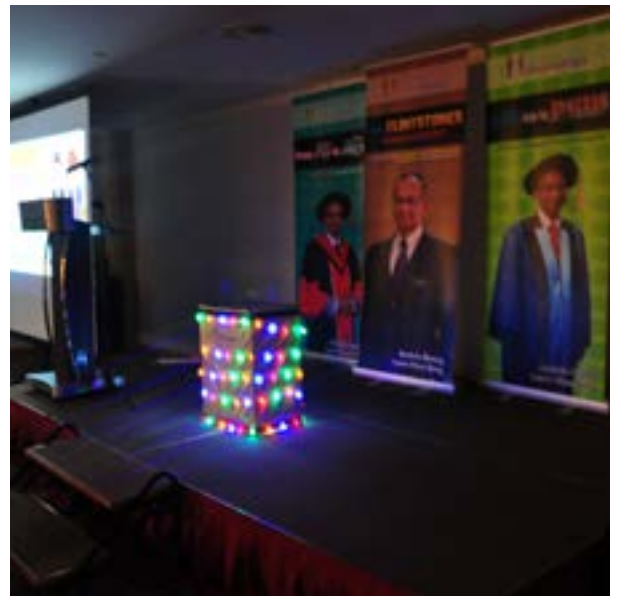
**Sitting (Left to Right)** : Dato' Satinah Syed Saleh, Puan Sri Hajah Hindon Bt. Hajj Yusof, Prof. Tan Sri (Dr.) Ambrin Buang, Dato' Dr. Zahari Husin (Honorary).

















Published by




*Being Humane is Humane Being*

[www.hba.com.my](http://www.hba.com.my)


Published quarterly by Humanology Sdn Bhd  
73-3 Amber Business Plaza, Jalan Jelawat 1,  
Cheras, 56000 Kuala Lumpur

Copyright © 2018 Humanology Sdn Bhd

All rights reserved. No part of this newsletter may be reproduced or used in any form or by any means, electronic or mechanical, including photocopying, recording, or by an information storage or retrieval system, whatsoever, without prior written permission from the publisher.

 +603 - 9174 6755  
+6018 - 213 6755

 [info@hba.com.my](mailto:info@hba.com.my)

 [www.fb.com/HumanologySB/](http://www.fb.com/HumanologySB/)